

Message Text

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SUBJECT: TAH OPENING MOSCOW

1. OFFICIAL MOSCOW OPENING OF TAH HELD 1100-1215 LOCAL TIME
JULY 17. CEREMONIES HELD OUTDOORS IN HUMID, SUNNY WEATHER.
ATTENDED BY 250-300 SOVIET GUESTS, PLUS AMERICAN EMBASSY OFFICIALS
AND PRESS.

2. FOLLOWING PRECEDENT SET IN TASHKENT AND BAKU, CHAMBER OF
COMMERCE AND LOCAL GOVERNMENT REPRESENTATIVES DELIVERED WELCOMING
REMARKS FROM SOVIET SIDE. CHAMBER REPRESENTED BY E.P. PITOVVRANOV,
DEPUTY CHAIRMAN OF PRESIDUM OF USSR CHAMBER OF COMMERCE AND
INDUSTRY. SECOND SOVIET SPEAKER WAS B.N. STEPANOV, DEPUTY
CHAIRMAN OF EXECUTIVE COMMITTEE OF MOSCOW CITY SOVIET. BOTH
SOVIET DIGNITARIES STRESSED USEFULNESS OF EXHIBIT AND OBVIOUS
TIE-IN WITH U.S.-SOVIET COOPERATION IN WIDER SPHERE, SINCE
OPENING HELD SAME DAY AS LINK-UP OF APOLLO AND SOYUZ SPACE-
CRAFT.

3. AMBASSADOR WALTER J.STOESSEL, JR., DELEIVERED BRIEF REMARKS
INTRODUCING CONGRESSMAN WILLIAM A. STEIGER (R.-WISC.).

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CONGRESSMAN STEIGER REFERRED TO EXHIBIT'S CONTRIBUTION TO

EXCHANGE OF TECHNOLOGY AND INFORMATION AND TO BETTERING OF LIVING STANDARDS FOR ALL, THEN DECLARED TAH OFFICIALLY OPEN.

4. SOVIET DIGNITARIES, CONGRESSMAN STEIGER AND AMBASSADOR STOESSEL WERE THEN GIVEN ESCORTED TOUR OF TAH BY DIRECTOR URSINO AND COUNSELOR FOR PRESS AND CULTURAL AFFAIRS RAYMOND E. BENSON.

5. AT 1300, AMBASSADOR STOESSEL HOSTED RECEPTION AT OFFICIAL RESIDENCE FOR ABOUT 180 GUESTS, HEADED BY STEPANOV, PITOVRANOV, AND REPRESENTATIVE STEIGER. RECEPTION CONDUCTED IN INFORMAL ATMOSPHERE, WITH NO TOASTS OR SPEECHES.

6. MEDIA REACTION TO OPENING LESS THAN IN TASHKENT OR BAKU, BUT NOT UNUSUAL DUE TO FREQUENCY OF EVENTS OF THIS TYPE IN MOSCOW PLUS HEAVY SCHEDULE OF OTHER ACTIVITIES DURING JULY WHICH MAKE TAH LESS UNIQUE THAN IN PROVINCIAL CITIES. NO KNOWN COVERAGE ON MOSCOW TV; LENGTHY, DETAILED ARTICLE ON EXHIBIT PUBLISHED IN JULY 18 SOTSIALISTICHESKAYA INDUSTRIYA, SMALL ARTICLE CONTAINED IN JULY 18 ISSUE OF SOVETSKAYA KULTURA. ALSO AP AND TASS CARRIED WIRE STORIES JULY 18. NBC TELEVISION, REPRESENTED BY CORRESPONDENT AND CAMERA CREW, SHOT FOOTAGE OF OPENING SPEECHES AND WALK-THROUGH. RADIO MOSCOW ENGLISH-LANGUAGE EXTERNAL SERVICE INTERVIEWED CONGRESSMAN STEIGER, DIRECTOR URSINO, AND CAO HARROD.

7. IN SIGNIFICANT DEPARTURE FROM PREVIOUS CITIES, CHAMBER OF COMMERCE DEPUTY CHAIRMAN PITOVRANOV REQUESTED SPECIAL PRIVATE PREVIEW SHOWING ON JULY 16. DURING 45-MINUTE TOUR AND SUBSEQUENT CONVERSATION, PITOVRANOV PRAISED EXHIBIT DESIGN AND CONTENTS, AND SAID CHAMBER WOULD SEND FOLLOW-UP LETTER SEEKING DIRECT BUSINESS CONTACTS WITH CERTAIN COMPANIES WHOSE PRODUCTS DISPLAYED TAH. FYI PITOVRANOV ESPECIALLY INTERESTED IN ASTROTURF FLOOR COVERING, ARMSTRONG CARPETS AND FLOOR TILES, CRANE BATHROOM.
STOESSEL

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